

TLC@MDI GURGAON IN ASSOCIATION  
WITH EMERALD EMERGING MARKETS CASE  
STUDIES

*announces*

## CASE DEVELOPMENT, MENTORING AND PUBLICATION WORKSHOP

### Background

Case method is one of the most effective management education pedagogy. It involves the faculty leading learners through a historical analysis of a business situation. The learners come up with a solution to some of the toughest business problems. Cases are commonly used as the medium for interactive classroom discussions and active class participation helps them develop the skills required for making decisions. The effectiveness of a case lies in providing learning experiences that are remembered by students beyond classroom. The issues and concepts in a case may be absorbed in much greater depth than lecture based learning method.

Emerging Markets present immense opportunities along with challenges and constraints. Well established business models are replaced by new ones often. There is a need to understand the issues specific to each emerging market, India being one, and develop classroom learning material related to various business concepts and management disciplines.

Emerald Publishing Limited, a leading international publisher has a special collection of cases called the Emerging Markets Case Studies, EEMCS. The unique feature of this collection unlike other case collections is the Emerging Markets Context. EEMCS welcomes well-researched, instructive and multi-media online cases about the most interesting companies in complex Emerging Market contexts, to be used by faculty to develop effective managers globally.

MDI Gurgaon, being a leading business school from India takes the responsibility of developing unique case content and developing management faculty across B Schools for the same. After a successful edition in 2020 and 2021, the third edition of the CASE DEVELOPMENT, MENTORING AND PUBLICATION WORKSHOP would be held by MDI Gurgaon in association with EEMCS with live sessions from July 25 – 27 2022 at MDI Gurgaon. The detailed schedule is provided in the end of the brochure.

July 25 – 27 2022

Fee

Non Residential: INR 6000 plus GST per participant

### Objectives

To mentor and groom management faculty on developing unique cases on Indian managerial issues.  
Development of unique localised indigenous Indian case content

## WHO SHOULD ATTEND?

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B School Faculty and Research Scholars / Associate. The batch size would be 15 participants on first cum first serve basis. If there are more nominations then a second batch may be launched at a suitable date.

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## OUTCOME OF THE PROGRAMME

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- i. Cases published in Emerald Emerging Markets Case Studies as per their screening guidelines
  - ii. If sufficient number of cases are developed during the workshop a special edition on Indian cases would be published
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## Prerequisite to attend the Workshop

- Identified Company to write the Case
- Industry to which the company belongs
- Business Challenge being faced that can form the Case Dilemma
- Permission to release the case obtained
- Data Sources
- Prior Cases Published (if any)
- Case Summary: Background, depiction of the setting, information and data that needs to be made available to students in order for them to do a meaningful analysis of the case, and proposed exhibits.
- Synopsis of the following instructor's manual sections: Case learning objectives, envisioned case issues, relevant theory or managerial framework/s to be applied.
- Questions/issues you would like help with

## Programme Schedule (Online)

1. Last date of Initial Proposal by 10 <sup>th</sup> July 2022 through email along with the company consent		
2. Feedback on the initial proposal to the participants (session 1)	22.7.22 Friday	Editor, EEMCS and TLC Programme Directors
3. Inauguration	25.7.22 Monday 9:00 am – 9:30 am	
4. Introduction to Emerald ecases portal	25.7.22 Monday 9:35-10:00 am	Ms. Sangeeta Menon, Publishing Relationship Manager, Emerald Publishing
5. Key Points on Developing a good teaching case and case dilemma (session 2)	25.7.22 Monday 10:00-11:30 am	Dr. Ritu Srivastava
6. Secondary data based cases (session 3)	25.7.22 Monday 11:45-1:15 am	Dr. Parul Gupta
7. What makes a good case, difference between teaching and research case, Pitfalls to avoid	26.7.22 8:00-10 am; 10:15-11:45 am Tuesday	Prof. Goldman
8. Time to work and develop the case dilemma and submit	01.08.22 Monday	through email to TLC Programme Directors
9. Feedback on the dilemma Prof. Goldman (Editor, EEMCS) and Dr. Ritu Srivastava (MDI Programme Director)	16.8.22 Tuesday	through email by TLC Programme Directors (All feedback at each stage would be collated by the TLC Programme Directors who would collate and send the feedback)
10. Opening Para (session 4)	17.8.22 9:00 -10:30 am Wednesday	Dr. Ritu Srivastava (illustration and examples participant cases)
11. Writing the narrative (session 5)	17.8.22 Wednesday 10:45-12:15 pm	Dr. Ritu Srivastava
12. Teaching Objectives and Framework (session 6)	18.8.22 Thursday 9:00 --12:15 pm	Dr. Parul Gupta
13. Participants submit the narrative along with the sketch of Teaching Note	9.9.22 Friday	Will be sent to Prof. Goldman and Gabi (EEMCS)
14. A review board will be formed from MDI Gurgaon to give Feedback on narrative and teaching note. (Faculty mentors whose cases were published through the 2021 and 2022 work shop)	30.9.22 Friday	The review board would give feedback to TLC Programme Director who would collate and send the feedback to the participants. MDI Faculty mentors to be identified (to comprise of review board members and other faculty as per the expertise needed)
15. Participants to submit the revised version through email	14.10.22 Friday	TLC Programme Directors would send it to respective mentors for feedback along with EEMCS editorial team
16. MDI and EEMCS Editorial team would give feedback	28.10.22 Friday	TLC Programme Directors would collate and send the feedback to the participants
17. Participants to formally submit on Scholar One site	30.11.22 Wednesday	EEMCS review process to be followed
18. Participants to work with MDI Mentor as per the case progress		

Dr. Ritu Srivastava  
Associate Professor  
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The core of Dr. Srivastava's work centers around the industry with the firm belief that management education at all levels has to be absorbed by the industry. Her research ideas have been appreciated at national and international marketing conferences. Her paper titled, "Employee Actions that lead to Customer Satisfaction: services revisited in India, 2014", was adjudged the Best Paper at the International Marketing Conference at Fore School of Management, New Delhi and has been documented in the Academic Reference Series – Reinventing Marketing for Emerging Markets, Bloomsbury India, **2014**. Her latest research work revolves around the Indian Consumer in a changed shopping context which has been adapted as a Text book on Retailing Management by Pearson, 2017, which is a bestseller. An avid case writer publishing with leading publishers such as Richard Ivey School of Business and Emerald Emerging Market Case Studies., she is presently working on the low income customers in India. The low income customers in India represent a big segment for marketers to serve. As a trainer her programmes on marketing, services marketing and marketing communications have been appreciated by the clients and participants. She has been involved with training various organizations such as BEL, DST, DGET, DGR, LIC, NADP, Canon India and Vodafone. She also has developed a simulation, 'Customer Black Box' which is being used by B schools for Marketing Management.

Dr. Parul Gupta  
Associate Professor  
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Dr. Parul Gupta holds Doctorate and Master degree in law, having specialization in Corporate Law. She was awarded Ph.D. from Faculty of Law - Jamia Milia Islamia, New Delhi in the year 2010. She carries teaching, training and research experience of more than 16 years. Her expertise lies in Business & Corporate law, labour laws, and corporate governance. She is the recipient of the prestigious "GOC-in-C, Commendation Card" by the Army Commander - Western command. Dr. Gupta has been the Programme Director and Trainer of Management Training Programme of Judicial Officers and Court Managers of the State of Uttar Pradesh. The Programme was an assignment of Hon'ble High Court, Allahabad under which 1,000 Judicial Officers and 52 Court Managers were trained in a time span of three years. In the recent past she has conducted training programme for the Chief Vigilance Officers (CVOs), middle level executives and vigilance officers of public sector enterprises (PSEs) and private companies. This included the programme focusing on, "Conducting effective investigation", "Legal position of independent directors and legal position of a company", "combating corruption in public procurement", and "legal aspects of transparency in public procurement". She has been delivering course and training sessions on course on legal aspects of business and Labour Laws at MDI and also is a visiting faculty of DMS-IIT, Delhi, different IIMs and IIFT, Delhi. She has published more than 10 research papers in the journals of high impact factor, that includes, Journal of world business, journal of business research, International Business Review (IBR), International Journal of Emerging Markets and case studies published by Ivey Publications. She is an author of four books and her research interest lies in e-government, Social Entrepreneurship and Public Policy and Corporate Governance.

## Testimonials for the previous editions

“Indeed an excellent workshop conducted by Prof. Ritu & Prof. Goldman. Learned many new things, as it was educational & reflective. A complete transformation has happened in the perspective. Congratulation to both the mentors for conducting this workshop & I particularly like to thank Prof. Ritu who is always eager to help participants with their query & always acknowledges the contributions made by each.”

(Dr. Ankur Mittal, University of Petroleum and Energy Studies)

“Emerald Emerging Market Case Study Workshop being organized in collaboration with MDI Gurgaon is an excellent initiative to refine the case writing as well as teaching skills of the academicians and practitioners. Participants also interacted with the EEMCS editor and got to understand the expectations which an editor has from the authors.”

(Dr. Sheela Bhargava, Lal Bahadur Shastri Institute of Management, Delhi)

"The class was completely brilliant for me, and I returned raving about it to my colleagues! Much obliged to you!"

(Dr. Vineet Dani, Vignanya Jyothi Institute of Management)

“Case Method is one of the most effective teaching methods in B Schools that brings real-world experiences in the classroom to develop the decision-making skills of future leaders. I am really thankful to MDI, Gurgaon and EMCS, Emerald for arranging such a comprehensive case development, mentoring, and publication workshop for faculty members.”

(Prof. M M Nurul Absar, CIU Business School, Bangladesh)

“The Case writing Workshop has enabled me to delve into a new skill in academic writing and professional development. The active and collaborative approach of the workshop with constructive feedback has been the major take away. The digitized learning landscape gave an opportunity to learn from Prof. Goldman and Prof. Ritu creating an exciting, new learning partnership.”

(Prof. Bhargavi V.R., P G Dept. of Commerce & Management, Seshadripuram College, Bangalore)

“An extraordinary workshop wherein hands-on, thought provoking pedagogy was espoused to train the academicians in building up case studies in emerging markets. This program exceeded my expectations, and made me to fall in love with writing cases! I would enthusiastically recommend this program and urge the organisers to conduct such workshops in future also! And suggest them to train the trainers, so that the participant faculties can build a web of network wherein they could conduct such workshops at their respective institutions as well. I am grateful to MDI, Gurgaon and Emerald for giving me this opportunity to attend this program and providing me an opportunity in building network with the faculties across the globe.”

(Mir Insha Farooq, Department of Management Studies, Central University of Kashmir)



**MDI**  
GURGAON

Management  
Development  
Institute

**CASE DEVELOPMENT, MENTORING AND PUBLICATION  
WORKSHOP**  
**MDI GURGAON IN ASSOCIATION WITH EMERALD EMERGING  
MARKETS CASE STUDIES**  
**July 25-27 2022**

**REGISTRATION FORM**

<b>FULL NAME</b> (in capitals only) <b>Mr.</b> <input type="text"/> <b>Ms.</b> <input type="text"/> <b>Dr.</b> <input type="text"/>										
<b>DESIGNATION</b>										
<b>DEPARTMENT</b>										
<b>ORGANISATION</b>										
<b>OFFICIAL ADDRESS</b>										
	<b>City:</b>	<b>State:</b>			<b>Pin Code</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>TELEPHONE</b>	<b>Office:</b>			<b>Mobile :</b>						
<b>E-MAIL ADDRESS (Official)</b>										
<b>Payments Fees</b>	Non Residential: INR 6000 plus GST (18%) per participant									

**(SIGNATURE OF THE PARTICIPANT)**

Please send your filled registration form and payment details to [ritu.srivastava@mdi.ac.in](mailto:ritu.srivastava@mdi.ac.in) and [tlc@mdi.ac.in](mailto:tlc@mdi.ac.in)